

CUSTER COUNTRY, INC

P.O. Box 904
Forsyth, MT 59327
346-1876

**APPLICATION FOR REGIONAL
COOPERATIVE MARKETING FUNDS**

Approved
audits + apps comde
10/30/08
Barb

Please Type:Organization Name (s) Hardin Area Chamber Of Commerce Telephone 406/665/1672Mailing Address P.O. Box 446 City Hardin Zip 59034Project Supervisor Barbara Dare Frickle City Hardin Telephone 406/665/1048Address 10 East Railway Street City Hardin Zip 59034Project Title Custer's Last Stand ReenactmentTotal Budget for Project (taken from attached detailed budget on page 3) \$ 3,097.20Percentage of Cooperative Funds requested 50 %.Dollar Amount of Cooperative Funds requested \$ 1,548.60.Proposed starting and ending dates of the project (maximum 1 year):
(Must be after final approval from Travel Montana)From: September 1, 2008to: June 29, 2009**Funding Sources:**

- A. Custer Country Funds (must agree with page 3, 1st column total) \$ 1,548.60
- B. Memberships \$ _____
- C. Advertising Revenue \$ _____
- D. Cash on Hand to provide the "match" \$ 1,548.60
- E. Other (please list) (In-kind not eligible) \$ _____
1. Distribution (Certified Folder Display) \$ ~~1,231.20~~
2. _____ \$ _____
3. _____ \$ _____

TOTAL (should equal total project budget and page 3, third column total)..... \$ 3,097.20

1. Please provide a narrative description of this project -- concise, clear, and complete. Provide information so that all who review can readily envision the project. It must be clear what the costs on page 3 are for. Include, for example, on print projects, the number to be printed, size, folds, paper stock, etc.; for billboards, the traffic count on highway involved, etc. (See Guidelines, page 9.)

Reprinted brochures for Custer's Last Stand Re-enactment with a schedule of Hardin's Little Big Horn Days included, are updated and distributed with the help of a Cooperative Marketing Grant made possible through Custer Country Inc. and locally generated funds. The brochures are distributed in tourism packets along with the Custer Country Magazine and other information from our historical state. The 2009 brochures (30,000) will be printed by the lowest bidder. Bids are attached. Each bidder received the same specification for reprint.

2. Please provide a description of the anticipated economic benefit of this project -- increased visitation, increased length of stay, how appeal of region will be increased.

Distribution of these brochures will enhance the popularity of Custer's Last Stand Re-enactment, and our historic area including Little Big Horn Days. An increased awareness of the historic value of the Re-enactment will entice more visitors to the area. We have a well versed staff on hand that encourages visitors to stay in our area and possibly overnight. The brochures help to accomplish this. The brochures are distributed through the Hardin Area Chamber Of Commerce mostly by phone requests, e-mails, as well as Certified Folder Display. The re-enactment is located 6 miles west of Hardin, which bring tourists through Hardin before and after the event, to visit local shops and restaurants, this all helps the revenue during Little Big Horn Days.

3. Please identify your target market for this project. Does this reach travelers outside of your immediate area and/or those already visiting in your area?

The target market for the brochures are for tourism. Had they not seen our brochures they might not have stopped in our area. We would like to think that the Custer and History Buffs around the country will be encouraged to visit our area after seeing the brochures. We do get requests from many foreign countries for information on the Custer Re-enactment, and we would like to broaden the market area there. We have a great number of historic areas here, with the Re-enactment, Pompey's Pillar / Lewis & Clark. Tourists will learn about the famous battle of the Little Big Horn and will gain more historic knowledge as they watch the historic adventures of Lewis and Clark and visit with the Re-enactors, among them Custer, Sitting Bull and Crazy Horse.

4. How will you evaluate the success of this project? Keep in mind that you must submit your evaluation on this basis at the ending date of your project, so be realistic and specific. (See Guidelines, page 8.)

We evaluate the success of this event by the attendance, the state car count and the hotel and motel occupancy.

The 2008 Re-enactment totaled nearly 4,000 in attendance over the 4 shows. The fuel price didn't seem to make the difference we thought might happen. We had a film company from Germany, a tour bus from Italy and tourists from almost every state, including Canada. There were a number of writers and photographers in attendance.

Our staff interviewed hundreds of tourists, with excellent reviews.

Many thanks to Custer Country in supplementing the purchase of the brochures making it possible to advertise both near and far. Certified Folder Display plays an important part in the distribution of the brochures.

COOPERATIVE MARKETING PROJECT BUDGET
(Administrative Expenses - Not eligible within Cooperative Marketing Project)

	CUSTER COUNTRY	APPLICANT	TOTAL COST
1. Print Advertising	\$933.00	\$933.00	\$1,866.00
2. Television Advertising			
3. Radio Advertising			
4. Travel Promotion Literature			
A. Printing (All printing requires 3 bids)	933	933	1866
B. Layout			
C. Design			
D. Typesetting			
E. Color Separations			
F. Distribution	\$615.60	\$615.60	\$1,231.20
5. Familiarization Tours			
A. Transportation			
B. Food			
C. Lodging			
6. Billboards			
7. Professional Services (ad agency, media consultants)			
8. Travel Shows			
9. Other (please specify)			
TOTAL	\$ 1,548.60	\$ 1,548.60	\$3,097.20

Evaluation for Custer Country Co-op Grant

Custer's Last Stand Re-enactment
Hardin Area Chamber Of commerce & Agriculture
P.O. Box 446, 10 East Railway
Hardin, Mt 59034
(406) 665.1672...(406) 665.3577

September 5, 2008

To;
Jim Schaffer
Custer Country
P.O. box 904
Forsyth, Mt. 59327

Evaluation: (CUSTER'S ;LAST STAND RE-ENACTMENT 2008)

The 2008 performance of Custer's Last Stand Re-enactment was held on June 27, 28, & 29, 2008. Despite the high fuel prices we had aprox. 4,000 people in attendance. We interviewed a great number of tourists. Some were from Italy, England, Russia, as well as the United States. We did have more attending from the close in areas, folks still took their vacations, but didn't travel as far. All in all the event was a success and we are planning for an even greater event in 2009, which will be our 20th anniversary. I am already making plans for some special interests to add to the Re-enactment.

We also had a film company from Germany (Heinz Von Matthey Film Co.) with us this year. There were a number of Photographers and writers also in attendance.

Many thanks to Custer Country in supplementing the purchase of the brochures, which is one of our main advertising tools.

The distribution of the brochures has played a very important part in Custer's Last Stand Re-enactment.

The Certified Folder Display Service also plays an important part in the distribution of the brochures.


Sincerely, Betty J. Seder
Re-enactment Sec.